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TITLE: Database marketing information system for mall loyalty **reward credit card**

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BASIC-ABSTRACT:

NOVELTY - Customers sign up to mall **credit cards,** and their details are held on
a database (30) including the details of all sellers in a particular mall (20).
Purchase data can then be recorded for each card holder. Holders receive
rewards for making purchases, e.g. money back to the value of 1% of purchases
made outside the mall and 2% of purchases made inside the mall. The card
may

also confer privileges from loyalty partners e.g. cheaper long distance telephone calls.

USE - For storing and generating **promotional** information using **rewards** program
for shopping mall implemented on computer system with central database.

ADVANTAGE - Sellers operating in the mall need not agree to participate in the scheme.

DESCRIPTION OF DRAWING(S) - The drawing shows the system for processing
transaction and providing **rewards** and privileges.

Mall 20

Database 30

CHOSEN-DRAWING: Dwg.1/27/2

MALL 20

STORE 22

TRANSACTION PROCESSING AND COMMUNICATION DEVICE 24

PAYMENT

REQUEST FOR AUTHORIZATION/ AUTHORIZATION

TRANSACTION PROCESSING SYSTEM 26

BILL

CONSUMER 28

PAYMENT

REWARD/PRIVILEGE

MALL OWNER 32

DATABASE -SELLERS -CONSUMERS -TRANSACTIONS 30

MARKETERS 38

STORES 34

MALL CREDIT CARD PROGRAM MANAGEMENT 36